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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-44 (GP-096-00-US)**

Appl. No.: **10/750,363**

Applicants: **Krishna BHARAT, et al.**

Filed: **December 31, 2003**

Title: **GENERATING USER INFORMATION FOR USE IN TARGETED
ADVERTISING**

TC/A.U.: **3621**

Examiner: **Evens J. Augustin**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office Action mailed on April 1, 2009 (Paper No. 20090330), which set a period for response to expire on July 1, 2009, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 19 of this paper.